

IARD's Global Standards in Action

Promoting informed adult choice and moderation • Preventing underage drinking • Tackling harmful drinking

Executive summary

Supporting international goals to reduce harmful drinking

The members of the International Alliance for Responsible Drinking (IARD) – the world's leading producers of beer, wine, and spirits – share a common mission: to collaborate with governments, civil society, and the private sector to reduce the harmful use of alcohol and promote informed choices for consumers. Through these efforts, we actively support the United Nations' comprehensive strategy to combat noncommunicable diseases, including the Sustainable Development Goals (SDGs) and the vision set out in the WHO's Global Alcohol Action Plan 2022–2030.

Working with partners worldwide to strengthen our collective progress towards achieving the UN's global health goals, we reaffirm our commitment to deepening collaboration with the UN, WHO, and all stakeholders as part of a comprehensive whole-of-society approach.

Key steps

In response to the UN's specific call to action at the last High-Level Meeting in 2018, the beverage alcohol sectors have taken significant and concrete steps to eliminate marketing, advertising, and sales of alcohol to minors. Achievements include:

Billions

of product labels each year carry age-restriction messaging

98.2%

full compliance rate (2024) with IARD's Digital Guiding Principles, helping ensure digital marketing reaches only adults over the legal purchase age

IARD's Global Standards Coalition is **the world's largest private-sector movement dedicated to reducing the harmful use of alcohol**: members include Walmart, SPAR International, Google, Meta, and UberEats

Key trends

WHO's *Global Alcohol Action Plan 2022–2030* identified indicators of harmful drinking, with four key indicators showing positive trends globally between 2010 and 2019, according to WHO's *Global status report on alcohol and health and treatment of substance use disorders 2024*.



-20.2%

Reduction in alcohol-related death rate
(Some regions, such as Europe, experienced declines exceeding **29%**.)



-17.4%

Reduction in alcohol-related disability rate
(age-standardized by 100,000)



-3.5%

Reduction in alcohol consumption per capita



-3.4%

Reduction in binge drinking
(age-standardized prevalence in the population aged 15+)

IARD's global standards and its members' actions are supporting the positive trends evident in many countries showing progress in reducing harmful drinking in line with UN targets. We remain dedicated to achieving our shared public health and sustainable development goals.

Foreword

At the heart of IARD's mission to reduce the harmful use of alcohol is our commitment to promote responsible drinking among adults who choose to drink, uphold the highest standards, and contribute positively to communities worldwide.

We do this by bringing together partners around the world to collaborate across sectors and throughout the value chain – from producers to retailers and public health organizations – driving progress in three key areas:

- **Promoting informed adult choice and moderation**
- **Preventing underage drinking**
- **Tackling harmful drinking**

Our innovative public-private collaborations and whole-of-society approach have contributed to real-world results, reflected in a 20% reduction in alcohol-related death rates globally between 2010 and 2019, as reported in the WHO's Global Status report. Global alcohol per capita consumption also fell by 12% from 2010 to 2022, according to the WHO's World Health Statistics 2025 report.

The UN has recognized the vital role our sector can play in this space, tasking organizations to take concrete steps to prevent the sale, marketing, and advertising to minors in its 2018 Political Declaration on the prevention and control of noncommunicable diseases.

IARD and its members have embraced this responsibility and work in partnership to drive forward solutions. We have built global standards that embed safeguards within business practices, including digital marketing, e-commerce, responsible retail and service, and influencer marketing. These standards are practical, effective, and adaptable across different cultural and economic contexts.

Our work with partners at local, regional, and national levels has helped support meaningful change, drawing from initiatives in Australia, Japan, and the United States – all places where underage drinking has declined by one third or more since 2010.¹

In 2023, we brought together a powerful coalition of global organizations – from retailers to digital platforms and business organizations – to further accelerate reductions in the harmful use of alcohol. Today, our Global Standards Coalition has over 100 signatories, including Walmart, SPAR International, Google, Meta, DoorDash, Rappi, UberEats, the International Chamber of Commerce, and the Duty Free World Council.

Our collective reach and resources are making a difference. With the upcoming Fourth UN High-Level Meeting on the prevention and control of noncommunicable diseases, we have a unique opportunity to further advance a whole-of-society approach and sustain momentum towards improved health outcomes, through shared action and purpose.



Julian Braithwaite IARD President / CEO



¹ International Alliance for Responsible Drinking (IARD). (2025 in press). [Trends report: Underage drinking 2025 update](#).

Our Global Standards

Promoting informed adult choice and moderation



Preventing underage drinking



Tackling harmful drinking



About the International Alliance for Responsible Drinking (IARD)

IARD is a not-for-profit organization dedicated to reducing harmful drinking worldwide. IARD is supported by the leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking. To achieve this, IARD works with public sector, civil society, and private stakeholders.

IARD actively supports international goals to reduce harmful drinking, including the targets in the World Health Organization's (WHO) Global Alcohol Action Plan 2022–2030 and United Nations' Sustainable Development Goals (SDG) 3.5 and 17.16.



Note:

This document brings together a selection of the many initiatives by IARD members, working together with partners to build practical, innovative, and sustainable health solutions for a healthier, more equitable future for all.

IARD Standards in Action

Promoting informed adult choice and moderation

We are proud to lead the way in promoting responsibility and moderation on a global scale, as part of our shared commitment to reducing harmful drinking. This includes respecting the rights of adults of legal drinking age to make informed choices about alcohol, including the choice not to drink. Our unwavering commitment to health, sustainability, and accountability is brought to life through bold, evidence-based actions and pioneering global standards. These efforts are driving real progress and fully support the UN's strategy to reduce harmful alcohol use.



Empowering consumers: Advocating informed choice among adults of legal drinking age who choose to drink, promoting moderation and shifting social norms through integrating responsible drinking messages into labeling, advertising, digital channels, and consumer interactions in retail and hospitality settings.



Labeling on products: Including age-restriction reminders on billions of product labels, including alcohol-free extensions of alcohol brands. As part of ongoing marketing cycles, consumers will find warnings against drinking during pregnancy and driving while intoxicated, alongside energy, alcohol content, and information about drinking and health. These are applied in accordance with local laws and regulations and where no requirements previously existed.



Responsible marketing: Implementing responsible marketing codes, including through contracts with partners that forbid positive health claims, promotion of illegal or excessive consumption, and any association between alcohol and social or sexual success.



Opt-outs for online alcohol advertising: Working with digital platforms, adults have greater control over whether they see alcohol-related marketing online, respecting personal and cultural preferences.



Responsible innovation: Creating the first-ever global standards for alcohol variants of non-alcohol products (AVNAPs) to prevent primary appeal to those under legal purchase age or confusion with traditional non-alcohol brands.

Labeling on products



In 2021, the CEO Chair and Vice Chair of IARD, together with IARD's CEO, made a public commitment to include age-restriction reminders on all IARD Members' products labels, including their alcohol-free brand extensions, worldwide.

This initiative sends a clear message that those underage should not consume alcohol and helps discourage underage sales. Additionally, as part of ongoing marketing cycles, consumers will find warnings against drinking during



pregnancy and driving while intoxicated, alongside information about drinking and health, and energy and alcohol content.

These are applied in accordance with local laws and regulations and where no requirements previously existed.



First global standards for responsible marketing of alcohol by social influencers

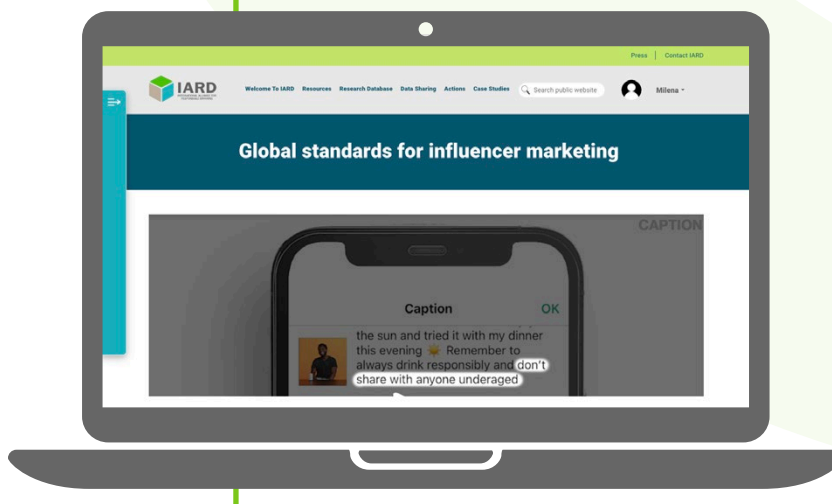


IARD's Members joined with global advertising, public relations, and influencer agencies to establish common standards to prevent influencer marketing reaching those underage. The new standards, which built on producers' existing digital marketing commitments, apply to all influencers working with these leading agencies, delivering positive impact across the wider alcohol sector.

These standards help ensure that alcohol marketing by social influencers is clearly recognized, responsibly advertised, and aimed at an audience over the legal purchase age. Producers and advertisers pledged to conduct diligence on influencers used, to use age-affirmation technology on platforms where available, and to promote better understanding of responsible alcohol consumption, for those who choose to drink.

In support of this commitment, the partnership has also developed:

- A set of five specific safeguards that apply to any content involving influencers who work with the leading beer, wine, and spirits producers.
- Tools and videos that support all alcohol brands and influencers to follow robust responsible marketing practices when creating content.
- Clear commitments to market responsibly, including not making health claims, promoting illegal or excessive consumption, or positioning abstinence negatively.



Working with digital platforms to give users greater control over whether they see alcohol-related marketing



Since 2018, IARD has been working in partnership with leading digital platforms – Google, Meta, Reddit, Snap – to enhance responsibility standards for alcohol-related marketing online. This includes giving users the choice to opt out of marketing

from alcohol producers, to respect different cultural backgrounds.



Encouraging responsible consumption through global and national initiatives

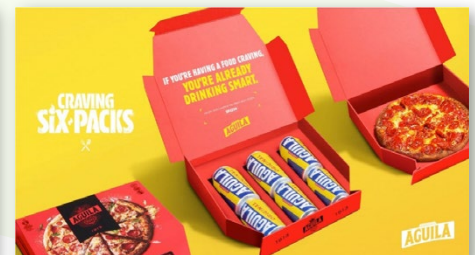
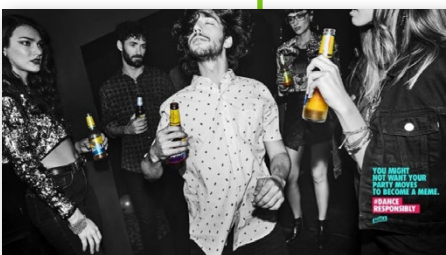


AB InBev has extended its Worldwide Olympic Partnership with the International Olympic Committee (IOC) through 2032. No-alcohol beer Corona Cero will continue as the global beer sponsor of the Olympic Games, highlighting the IOC and AB InBev's commitment to responsible consumption, engaging Olympic fans of legal drinking age worldwide, and delivering messages of connection, moderation, and celebration.



And in Colombia, **AB InBev's** Aguila created a platform for campaign development to support positive social norms to counter harmful drinking. Through various campaigns, Aguila promoted three specific behaviors: eating before and during drinking, drinking non-alcohol beverages

in-between alcohol drinks, and planning a safe and responsible journey home. Partners in this campaign included KFC, Uber Eats, Hard Rock Café, Aguila Cero, Cabify, and Uber, providing revelers with incentives to drink responsibly while out, including free food, bottled water, and cab services.

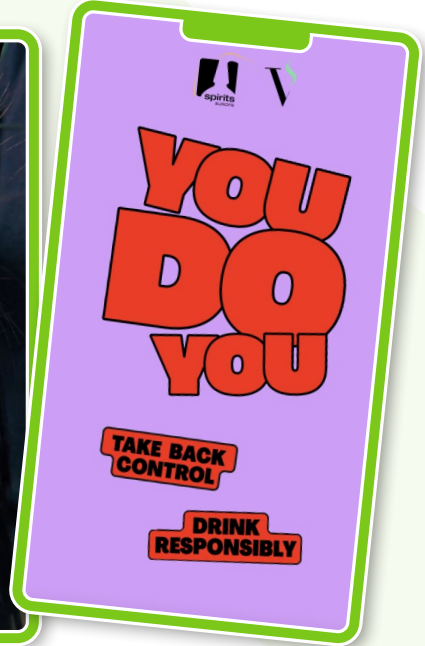



Empowering responsible choices through culture and connection

 In Belgium, **Bacardi** partnered with Vinum et Spiritus to encourage young adults to respect their own and others' drinking limits, and to resist peer pressure. The *You Do You* campaign features videos on social media, with seasonal campaigns that have targeted festival-goers and university students.

For the first wave of the campaign (November and December 2023)


- Meta ads had **3.1M impressions** and reached **632k**
- YouTube ads had **334k impressions**



 In India, **Bacardi** has sponsored the NH7 Weekender arts festival since 2010. In 2023, to champion responsible alcohol consumption and mitigate the risk of drink driving, Bacardi helped the festival arrange:

- Free transport for attendees with shuttle buses running to and from the festival site
- Messaging on the stage screens that encouraged responsible consumption
- Water stations throughout the festival grounds to ensure consumers could choose to drink water and stay hydrated

Driving positive change with a moment of mindfulness

 **Brown-Forman** communicates its vision, mission, and actions to empower mindful choices around alcohol through the *Pause* campaign. This has evolved from an internal initiative and

now is embraced by industry members and consumers. Pausing is an active reminder to take a moment, encourage awareness, and promote mindful choices.

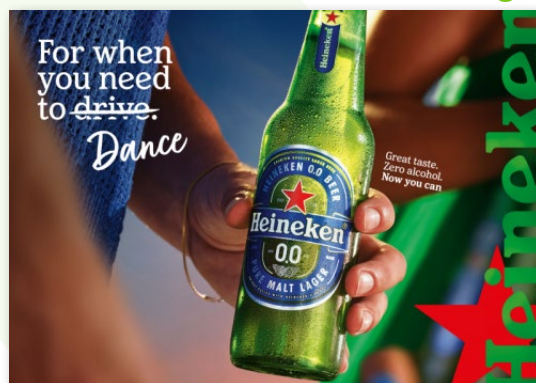




Supporting low- and no-alcohol choices through positive messaging



Addressing social stigmas around low- and no-alcohol beverages, **Heineken** launched research with Professor Spence of the University of Oxford revealing that 21% of Gen Z conceal drinking NAB due to fear of judgement. Heineken challenges this stigma in 2025 with their *0.0 Reasons Needed* campaign, empowering consumers to enjoy Heineken 0.0 for its great taste – no reason needed!



Pernod Ricard

Engaging Gen Z with clear, relatable messages of moderation



Drink More Water is **Pernod Ricard's** flagship responsible drinking program targeting Gen Z with a simple and clear call to action: drink more water if consuming alcohol. The disruptive and provocative tone of *Drink More Water* empowers young adults through peer-to-peer messaging without being moralizing.

Since 2021, the program has been activated both online and at key social occasions – including festivals, university student parties, carnivals, and on-trade events – to raise awareness and reduce alcohol-related harm. To date, it has reached over 600 million people online and engaged more than 32 million in person.

SUNTORY
GLOBAL SPIRITS

Supporting a culture of moderation through meaningful engagement



Suntory in Japan has expanded its responsible drinking awareness activities to deliver its *Drink Smart* message to more customers. This includes *Drink Smart* seminars on an ongoing basis

to communicate accurate knowledge about alcohol and how to have a healthy relationship with it. There is also an internal certification program for employees to become *Drink Smart* ambassadors and lead these seminars.



Suntory Global Spirits in the U.S. continued to make progress against its goal of reaching 600 million consumers with responsibility messaging by 2030. From Nov 30–Dec 31 2023, Maker's Mark ran a responsible holiday-hosting campaign on Pinterest, garnering more than 55 million impressions and 107k clicks. The creative content featured tips for hosting holiday gatherings responsibly, such as providing food when offering alcohol and never questioning why someone might not be drinking. The campaign also showcased mid-strength and no-alcohol cocktail recipes, helping to empower consumers to make informed choices when it comes to alcohol consumption.

IARD Standards in Action

Preventing underage drinking

To help ensure that their messaging reaches only adults above legal purchase age who choose to drink, IARD Members uphold responsible marketing codes and apply safeguards across their digital channels. They support legal purchase age enforcement for both physical and online sales, and promote IARD's resources that hospitality venues and retailers can use to help ensure the responsible sale, service, and delivery of alcohol. Going further, we support the government's efforts to introduce legal purchase laws in Cambodia.



LPA+

Backing legal purchase age: Opposing any consumption of alcohol by those underage, and supporting strict enforcement of the legal purchase age (LPA) and regulation that requires age assurance mechanisms for both in-person and online sales.



Reinforcing messages against underage drinking:

Including age-restriction reminders on labels of alcohol brands, including 0.0 versions of these brands, in accordance with local laws and regulations and where no requirements previously existed.



Preventing sales, marketing, and advertising to minors:

Implementing responsibility standards for retail, e-commerce, delivery agents, and hospitality sectors to prevent the sale, service, and delivery of alcohol to those below legal purchase age. These standards are embedded into contractual agreements and practices, and IARD has developed free resources and online tools that organizations can use to support implementation.



Global standards for digital and influencer marketing:

Establishing safeguards to help ensure that alcohol advertising and digital and influencer marketing only reaches those above the legal purchase age. Responsible marketing codes are embedded in contracts with advertising agencies. IARD Members also implement five key safeguards on their own digital marketing channels, to similarly help ensure that their marketing only reaches those adults who can lawfully buy their products. In 2024, there was a 98.2% full compliance rate.



Enhancing online age assurance: Joining forces with leading digital partners – Google, Meta, Pinterest, Snap, TikTok, and X – to strengthen standards of responsibility for online alcohol marketing. Enhanced age-screening, complemented by platform-specific technologies, to help ensure marketing reaches only those of legal purchasing age.

Supporting government efforts to establish legal purchase and consumption ages in Cambodia



In May 2022, Cambodia's government announced its intention to set a legal minimum age limit for consumption and, in January 2023, a multi-stakeholder dialogue attended by government, public, and private sector representatives agreed the need to also introduce a legal purchase age.

Cambodia's alcohol producers, distributors, and retailers – along with the hospitality, food, and beverage sectors – are united in their desire see these minimum age limits established and, in February 2023, released a statement confirming their support for government efforts to do so. The signatories were AB InBev Cambodia and Laos, Attwood Import Export Co. Ltd., APISWA, the Cambodia Restaurant Association, Cambrew

We support the adoption of an LPA set at 18 years old, which is consistent with most jurisdictions in the region and globally. We stand ready to support and work with the responsible line ministries and civil society to realize this important regulation.

As a responsible industry, we have a role to play in contributing towards reducing the harmful use of alcohol and changing harmful consumption behaviours, acknowledging the value a whole-of-society approach can bring in this regard. Specifically, we stand ready to support in raising awareness around an LPA with the general population and ensuring those serving or selling alcoholic beverages are trained to identify and deny service to underage who attempt alcohol purchases.

(Carlsberg), Heineken Cambodia, Pernod Ricard Cambodge, and S-Liquor.

Participants in the January 2023 dialogue:

- Government representatives: National Road Safety Committee (NRSC), Ministry of Public Works and Transport (MPWT), Ministry of Education, Youth and Sport (MOEYS), Ministry of Information (MOIn), Ministry of Commerce (MOC), Ministry of Health (MOH), Ministry of Industry, Science, Technology, and Innovation (MISTI), Ministry of Women's Affairs (MWA), Ministry of Economy and Finance (MEF), Ministry of Labour and Vocational Training (MLVT), Ministry of Interior (MOI)
- International organizations, NGOs, academics, and associations: CamSafe, Asian Vision Institute (AVI), Union of Youth Federations of Cambodia (UYFC), Royal University of Phnom Penh (RUPP), INCOFIN, ASEAN Youth Advocate Network (AYAN), NGO Forum, MM4A D.A.T CO., LTD, Institute of Standard of Cambodia (ISC), British Embassy
- Private sector: EuroCham, AmCham, IBC, The Asia Pacific International Spirits and Wines Alliance (APISWA), Wine Spirits Beer International Distributors Association (WSBIDA), Heineken, Carlsberg, Pernod Ricard, Attwood Import Export. *APISWA's members include IARD Members Bacardi, Brown-Forman, Diageo, Moët Hennessy, Pernod Ricard, Suntory Global Spirits, and William Grant & Sons.*

Digital platforms and leading alcohol producers unite to enhance age assurance for online alcohol marketing



In June 2024, IARD's partnership with leading digital platforms – Google, Meta, Pinterest, Snap, TikTok, and X – expanded and made new commitments to further enhance

online safeguards, where necessary, to prevent those under legal purchase age inadvertently seeing alcohol advertising

online and to provide confidence that age-assurance methodologies on digital platforms are robust by 2025.

As part of this unique collaboration, digital companies have shared transparency reports that summarize the platform-specific safeguards, particularly the policies and practices they have in place to assure age. [Reports: [Google](#), [Meta](#), [Pinterest](#), [Snap](#), [TikTok](#), [X](#)]

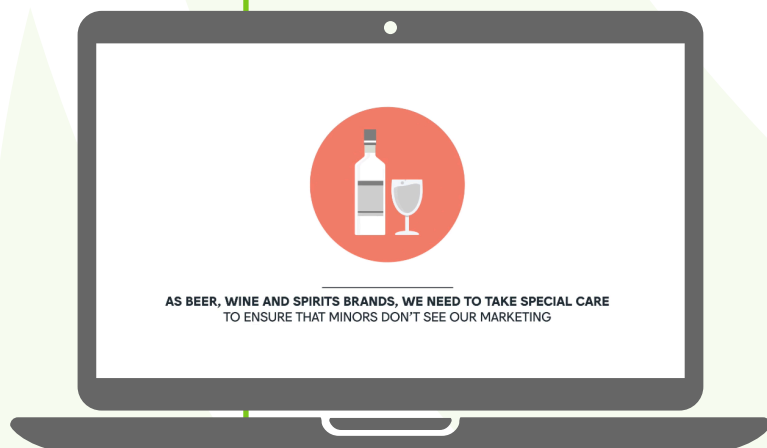


Implementing and raising standards in digital marketing



IARD Members are committed to ensuring that their online alcohol marketing communications meet the same high standards that apply to traditional marketing activities. Therefore, they created a set of five Digital Guiding Principles (DGPs) as part of their *Beer, Wine, and Spirits Producers' Commitments to Reduce Harmful Drinking*.

global effort to implement the DGPs has resulted in a 98.2% full compliance rate in 2024, for thousands of brands marketing on leading digital platforms. This result, independently assessed by Accenture, surpasses the 95% compliance target for 2024, with producers continuing to strive for full compliance.



IARD Members use cutting-edge technology and collaborate with digital platforms to help ensure that their marketing only reaches only those over the legal purchase age for alcohol. This

In further support of the DGPs, IARD worked with the World Federation of Advertisers (WFA) to produce a series of videos that will help all alcohol producers – whether an IARD member or an independent brand – and their agencies to implement effective safeguards on social media marketing, including Facebook, Instagram, Snapchat, and YouTube, to prevent those underage from seeing alcohol marketing online. **These videos** are freely available, making it easier for even the smallest producer or content creator to implement effective safeguards to prevent those underage seeing alcohol marketing online.

Resources to support IARD's Global Standards in responsible sales and service

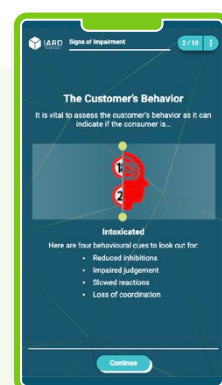
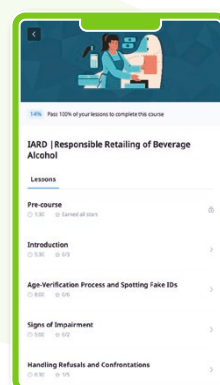


A core element of selling and serving alcohol lawfully and responsibly to adults who choose to drink is ensuring that retail staff and servers are empowered to deny sale and service when necessary. To support this, in 2023, IARD launched resources for retail and server staff that highlight the importance of verifying a customer's age and sobriety, plus communication techniques to handle difficult situations.

ensure that alcohol is only bought by people who are legally permitted to do so, and not by underage or intoxicated persons.

The resources follow 2022's modules to help online retailers and delivery platforms ensure their agents deliver alcohol responsibly and in accordance with the law.

Responsible retailing of beverage alcohol and **Responsible service of beverage alcohol** are freely available, and translated into many languages, to help retailers and hospitality venues across the globe ensure their staff sell and serve alcohol in the right way. These resources are part of IARD's growing suite of tools to help retailers and hospitality venues



Retailers supporting legal purchase age regulations in the U.K.



Challenge 25 and Challenge 21 are U.K. retailing strategies, developed by the Retail of Alcohol Standards Group (RASG), that encourage and facilitate retail and hospitality staff to request identification from individuals who appear to be under 25 or 21 years of age, respectively, before selling or serving alcohol. The schemes demonstrate a cultural shift within organizations where staff are supported when requests to verify a person's age are made. These strategies are in line with the U.K. government's requirements for age verification in "The Licensing Act 2003".

The development of the strategies began in 2005, when the U.K. government's then-Home Secretary bought together major retailers after poor test-purchasing results. These retailers then formed RASG with the intention of eradicating underage alcohol sales. Research into these sales revealed that retail workers found it difficult to guess the age of a person, and so often made mistakes when selling alcohol. Additionally, some staff were wary of confrontation and found it hard to challenge people about their age, particularly as some customers can get aggressive or violent when questioned. RASG therefore developed and adopted Challenge 21 to support staff where they could not accurately guess the age of a customer. Staff were also given detailed training on the scheme and support with additional training like conflict resolution. This was an important cultural change for organizations.

In addition to signage and training, managers were trained not to overrule staff who had made challenges, to ensure that staff felt supported. Challenge 21 launched in 2006, and proved to be an effective tool in tackling underage purchases. Retailer employees then requested a program to give them even greater support; it was also felt that the impact would be even greater with a higher age limit. Therefore, national retailers – coordinated by RASG – voluntarily moved up to 25, while the hospitality sector continued to operate Challenge 21.

The British Beer and Pub Association (BBPA) and RASG have both developed point-of-sale materials to reinforce the campaign's message across all businesses that sell alcohol, including pubs, restaurants, and supermarkets. RASG also works to encourage cultural change, by making it unacceptable for underage people to attempt to buy alcohol or to have adults buy it for them ("proxy purchasing"). Therefore, the range of materials also includes posters that discourage underage and proxy purchasing.

BBPA and RASG are committed to sharing best practice throughout the entire trade and have made their Challenge 21 and Challenge 25 signage freely available for download.

The British Beer and Pub Association (BBPA) is a member of IARD's Partnership Council.

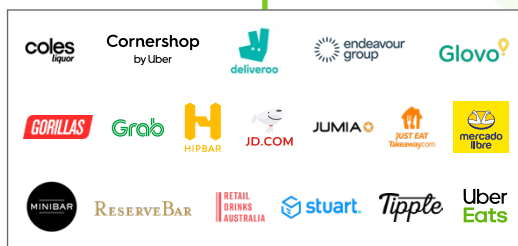
First-ever global coalition to establish standards to prevent online sale and delivery of alcohol to those underage



The COVID-19 pandemic accelerated the shift to e-commerce with the sale and delivery of alcohol online increasing by 33% globally in 2020. In response to this trend, IARD Members formed a global partnership with prominent global and regional online retailers, and e-commerce and delivery platforms;

together they identified five key safeguards to help ensure that robust standards are in place throughout the entire supply chain and customer journey to combat harmful drinking and prevent sale to those underage.

E-commerce partners: Coles Liquor, Cornershop by Uber, Deliveroo, Endeavour Drinks, Glovo, Gorillas, Grab, HipBar, JD.com, Jumia, Just Eat Takeaway.com, Mercado Libre, Minibar, ReserveBar, Retail Drinks Australia, Stuart, Tipple, Uber Eats



DIAGEO

Making alcohol education tools available to schools



SMASHED is an award-winning international educational theatre production, owned by Collingwood Learning and sponsored by **Diageo** since 2018. It aims to educate young people on the dangers of underage drinking. Smashed is delivered in schools as either a live theatre experience or an online learning experience. Live, the program is presented by professional actors and is accompanied by interactive workshops; online, it is facilitated by teachers or trained professionals and presented as an immersive cinematic story, with interactive learning tools. Both forms of the program include student assessment and support tools for teachers and parents.

Through Smashed, students are invited to observe and reflect on vital underage drinking themes, including the social and emotional causes of drinking, alcohol's impact on young lives, social influence, and decision making, and where and how they can help themselves and others. During fiscal year 2024, 2.2 million young people were educated, this includes a projected 1.8 million people who have confirmed changed attitudes to the dangers of underage drinking based on sampling of participant surveys. In total 5.9 million people have taken part since the baseline year of 2018.

5.9M young people reached since 2018

IARD
All members

Helping parents bring about generational change in attitudes to alcohol



Australia's *DrinkWise* launched its first parental campaign in 2008, highlighting the strong positive correlation between the way parents drink and how their children to drink, and encouraging parents to positively influence their children's future drinking behavior. Since then, *DrinkWise* has run further iterations on this campaign, towards a generational impact on underage drinking with underage abstinence increasing in Australia from 39% in 2007 to 73% in 2019, the norm has clearly shifted; the Australian Government's alcohol guidelines were recently revised to be more specific that underage teenagers should not consume alcohol. However, government research showed that when 14- to 17-year-olds consumed alcohol, the predominant source of this alcohol was their parents.

In response to this research, *DrinkWise* commenced a significant research project to better understand attitudes, behaviors, and social norms around underage consumption among parents and teenagers. *DrinkWise* found that the overwhelming majority (87%) of parents did not supply their teenage children with alcohol and that the overwhelming majority of teenagers (73%) didn't drink.

were the basis of a new campaign for *DrinkWise* in 2022: It's okay to say nay. The campaign messaging provided confidence and reassurance for parents that promoting abstinence is the best option to reduce the chance of future alcohol-related harm for their underage teenagers. The campaign highlights the decisions many parents face when talking to their teens about alcohol and reassures them that they can be confident that the overwhelming majority of parents don't supply their underage teens with alcohol, and that setting strong boundaries helps their kids to make smart choices.

Campaign tracking research indicates that the campaign is resonating with parents. Some of the attitudinal and behavioral changes found included: 86% not giving their teens alcohol to allow them to have a better start in adult life, compared to 77% previously; 66% agreeing that if they supply alcohol at home it will appear as though they are giving their teenagers permission to drink elsewhere, compared to 44% previously.

DrinkWise is supported by companies including IARD members Asahi (Carlton & United Breweries), Bacardi-Martini Australia, Brown-Forman Australia, Diageo, Lion Australia, Pernod Ricard winemakers, Suntory Global Spirits, also Coca-Cola Australia and Coca-Cola Europacific Partners Australia

58% of those who saw the DrinkWise in front of your kids campaign said they were more conscious of how their children perceive them when drinking and

32% discussed their drinking behaviors with their family and friends



These compelling social norming statistics

IARD Standards in Action

Tackling harmful drinking

We're taking comprehensive action to help reduce the harmful consumption of alcohol. This ranges from innovative digital tools that help consumers better understand and manage their own drinking patterns, to targeted campaigns that help tackle high-risk behaviors like driving while intoxicated or anti-social behavior, and offering free resources to help companies support their employees' health and wellbeing. We set high standards for responsible retail, service, and delivery – empowering staff to refuse alcohol to those who are knowingly intoxicated. Beyond this, we're collaborating across sectors to combat illicit alcohol markets and bring unregulated products into the legal sphere in countries such as Kenya and Mozambique.



Promoting health and wellbeing: Launching free resources for workplace alcohol policies that companies can use to support employee health and wellbeing. This includes a guide for senior managers on the importance of Workplace Alcohol Policies and an online module that supports line managers to recognize signs of alcohol misuse and manage situations sensitively and effectively.



Refusing sale, service and delivery where necessary: IARD's standards for responsible retail, service, and delivery of alcohol reinforce the importance of denying delivery where necessary, and accordingly empower retail, hospitality staff, and frontline delivery agents to refuse sale, service, and delivery of alcohol beverages as appropriate.



Reducing harmful consumption: Working with local partners to deliver campaigns and educational programs that help reduce the harmful use of alcohol. These cover a wide range of areas, including warnings against driving while intoxicated, reducing anti-social behavior, and tackling heavy episodic drinking.



Supporting consumers to understand their drinking: Empowering adults to make informed choices about their alcohol consumption such the use of digital self-assessment tools to reduce harmful drinking patterns and shift behaviors.



Reducing the illicit alcohol market: Building partnerships between governments, businesses, and communities to further tackle illicit alcohol production and retail and bring it into the regulated sphere.

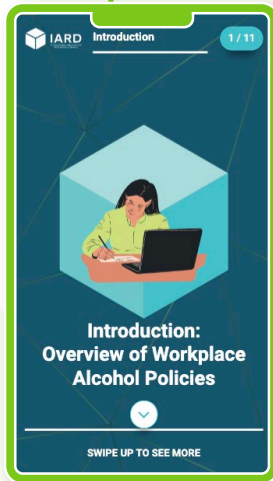
Promoting Alcohol in the Workplace policies



For the first time ever, there are four different generations working together in the workplace; this means that new expectations regarding employee health and wellbeing have emerged and inclusive work cultures have become even more important.

However, four in five U.K. employers do not have alcohol in the workplace policies, **according to a report from Lancaster University's Work Foundation**, commissioned by IARD.

IARD and its member companies launched free global resources to help companies address this. There is a **guide for senior managers on the importance of Workplace Alcohol Policies** and an online module ***Alcohol in the Workplace: Line***



Manager Resources, which organizations can use to give their line managers the tools to recognize signs of alcohol misuse and manage situations sensitively and effectively.

These free resources are designed to inspire organizations to create inclusive work cultures that take account of the diverse needs and preferences of employees across multiple generations. They are not intended to replace policies that may already exist but instead to provide inspiration where nothing might be in place. Policies will differ depending on the organization and nature of its business as well as local, national, and regional context.

Four in five U.K. employers do not have alcohol in the workplace policies



Supporting responsible delivery, sale, and service



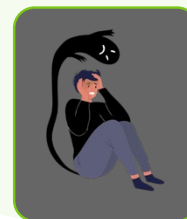
IARD and its member companies launched free resources – ***Responsible Delivery of Beverage Alcohol***, ***Responsible Retailing of Beverage Alcohol***, and ***Responsible Service of Beverage Alcohol*** – that are designed to support retailers, hospitality venues, and e-commerce and delivery platforms across the world in their efforts to ensure that their staff who sell or serve alcohol do so lawfully and responsibly.

The online resources cover:

- The importance of verifying a customer's age and sobriety during in-store purchases, service, or delivery.

- The consequences of selling, serving, or delivering alcohol to those underage and intoxicated people.
- Communication techniques to refuse sale, service, and delivery of alcohol where necessary and to handle difficult situations.
- Methods server staff can use to better promote and support responsible choices.
- Advice on appropriate ways to respond if server staff are asked directly for drinking advice.

The resources are available in several languages.



Recorded low-cost beer in low-income countries



Regulated and branded beverages are unattainable for many people in low-income communities in countries such as Kenya and Mozambique, which encourages the production, sale, and consumption of low-quality, low-cost alcohol. This illicit alcohol can be contaminated with toxic ingredients including methanol.

In response, **AB InBev** developed Impala Beer in Mozambique. This high-quality beer offers consumers a regulated and affordable alternative to illicit alcohol. It is made from locally-grown cassava, enabling more than 8,000 local farmers and their families to benefit from a profitable, sustainable market for their crop. Impala Beer also provides the government with gains from increased tax revenue.



Similarly, **Diageo** in Kenya developed Senator Keg in 2004: an affordable and regulated beer made with low-cost ingredients sourced from over 60,000 local farmers. It has brought some previously unlicensed and illicit producers, plus informal distributors and outlets, into the regulated sphere.



Both drinks create benefits for local businesses, communities, and governments.

Helping drive behavior change with research and social responsibility



In Japan, **Asahi** Breweries, Ltd. has been collaborating with University of Tsukuba on joint research project with the aim of solving social issues resulting from inappropriate drinking. The 2022 study examined how providing non-alcohol beverages would affect excessive drinking, and it showed that providing non-alcohol beverages reduces pure alcohol consumption. Based on this result, **Asahi** Breweries and the University of Tsukuba initiated a program, in 2024, for groups of employees in several companies

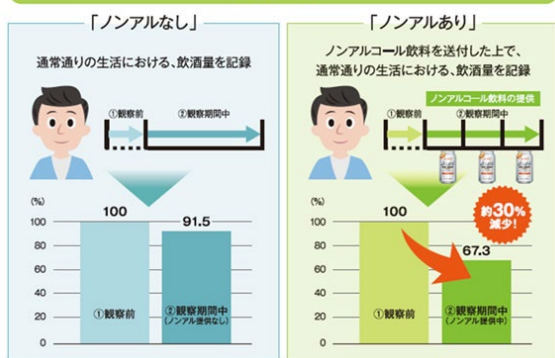
with drinking habits that could heighten lifestyle diseases. Through these programs, **Asahi** aims to create a society in which daily alcohol consumption can be controlled through the use of non-alcohol beverages.



And in Poland, **Asahi's** Kompania Piwowarska has been working with Dom w Łodzi Foundation on a campaign to help prevent drinking during pregnancy and Fetal Alcohol Syndrome. In 2024, the campaign depicted a moment where family members celebrate the incoming baby by a toast and points out that "By drinking alcohol during pregnancy, you are wishing your child: may it be unhealthy." This encourages not only pregnant women but also their families and friends to abstain from alcohol symbolized by the gesture of flipping their glasses. This message has been disseminated through various media channels and reached over 2 million people.

ノンアルコール飲料の提供で30%飲酒量減少

飲酒量の比較



Reached over **2M** people





Turning insight into action to challenge harmful drinking habits



Carlsberg Sweden has created multiple campaigns over the years that target harmful drinking behaviors. *Don't Drink and Ski* urges skiers to think before they drink on the slopes, responding to research that indicates that 18% of skiers sometimes or often ski after drinking alcohol. The most recent campaign *Don't Drink and Fish* builds on the insight that one in three drownings in Sweden involves alcohol. They teamed up with legendary bait builder Svartzonker and crafted a one-of-a-kind lure to symbolize the dangers of fishing drunk – the “drunken bait”.

DIAGEO

Supporting consumers to understand their drinking through digital tools and global reach



DRINKiQ is **Diageo's** dedicated responsible drinking platform

designed to raise public awareness about the effects of alcohol, promote moderation, and address harmful drinking. It provides a range of tools to help individuals better understand and manage their relationship with alcohol, encouraging a balanced lifestyle. One of its key features is a self-assessment tool based on the World Health Organization's *Alcohol Use Disorders Identification Test (AUDIT)*, which helps users determine whether someone is at risk of problem drinking. *DRINKiQ* also offers a quiz to test knowledge about drinking, and access to local support and

DRINKiQ

resources to encourage informed and responsible choices. *DRINKiQ* is available in 22 languages and serves content to over 90 countries.



DIAGEO

Partnering to make responsibility part of the plan



In December 2024, **Diageo** North America joined forces with *Mothers Against Drunk Driving (MADD)*, the National Football League (NFL), and Uber Technologies, Inc. in a unique partnership to launch *Take a Minute. Make a Plan*. The campaign reminds football fans that a

plan to never drive impaired is just as important as the pregame rituals and final score. It aims to foster a culture of responsibility, especially during high-excitement moments like football games where socializing is part of the experience.

Making responsibility aspirational through global heroes



When You Drive, Never Drink is Heineken's long-standing flagship campaign. Building on 2024, Heineken leveraged their *The Best Driver* campaign, featuring four-time Formula 1 World Champion Max Verstappen, reinforcing the message that "The Best Driver is not the fastest driver, but the one who is not drinking". In Mexico, Heineken created a local spin-off of this campaign, leveraging local hero Sergio Pérez to deliver the "When You Drive, Never Drink" message.

Smarter drinking choices through tools that make an impact



Lion re-launched a refreshed *Alcohol&Me* website for Australia and New Zealand, promoting responsible drinking habits and empowering people to make smarter drinking choices. The site, which was originally launched in 2013, features new engaging and immersive tools, such as an interactive 3D blood-alcohol simulator and pouring a standard drink. To date, more than 750,000 New Zealanders have engaged with the *Alcohol&Me* program via the website or face-to-face workshops, equating to 7%

90% of participants changed their drinking behavior

of the country's population over the drinking age of 18. Furthermore, 90% of people who have done the *Alcohol&Me* program in New Zealand report making changes to their drinking behavior, and 95% said they would recommend the program to others. By continuously increasing the number of participants, the aim is to contribute to a reduction in anti-social behavior and negative outcomes.



Making celebrations safer with free rides



Molson Coors' Free Rides program has been helping people celebrate responsibly for decades, providing more than 9 million safe rides. In partnership with public transit systems in cities across the U.S. – and now expanded

into Canada – the initiative offers free transportation on New Year's Eve and other major celebrations, such as sporting events and holidays. This ongoing commitment ensures that those celebrating have a safe and convenient travel option.



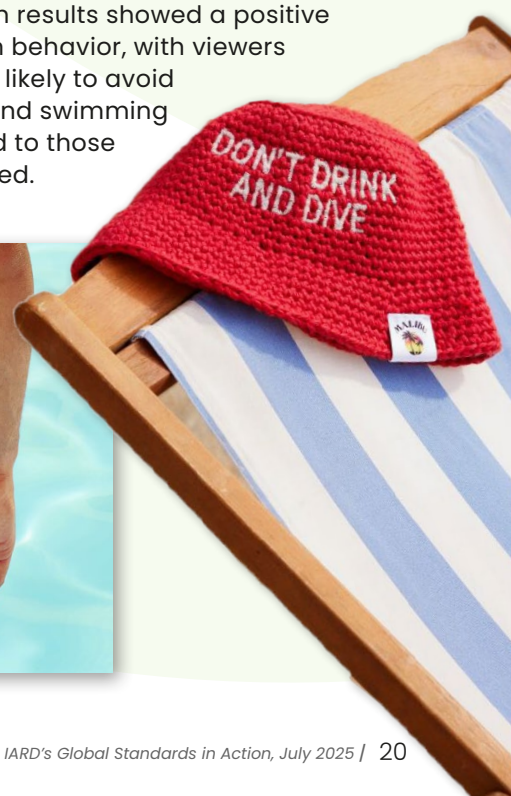
Innovative brand partnerships to encourage safer choices near water



Launched in August 2024 right after the Olympic Games, **Pernod Ricard's Don't Drink and Dive** campaign by Malibu featured Olympic diving medallist Tom Daley to raise awareness of the dangers of drinking alcohol around water. Using light-hearted humor to deliver a serious message, the campaign showcased Daley in custom-knitted swim briefs with *Don't Drink and Dive* message. With one in four drowning incidents in the U.K. being alcohol-related, the campaign was activated through pop-up displays in key water hotspots across

the U.K. and digital content on Malibu and Daley's social media platforms. Proceeds from the limited-edition knitwear were donated to The Royal Life Saving Society UK (RLSS UK) to support lifesaving education on water safety and drowning prevention.

Campaign results showed a positive impact on behavior, with viewers 26% more likely to avoid drinking and swimming compared to those not exposed.





IARD

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IARD Global Standards:



Online Alcohol
Sales and
Delivery



Responsible
Digital
Marketing



Alcohol in the
Workplace
Policies



Responsible
Sale and
Service



Consumer
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on Labels



Influencer
Marketing



Partnerships with
Digital Platforms
to develop robust
safeguards



Responsible
Innovation of
alcohol variants